

USE DUTCH BOY COLORS FOR TINTING

DUTCH BOY
E WHITE LEAD
or Heavy Paste



DUTCH BOY
PURE WHITE LEAD PAINT
Ready to Use

you look for in the colors
? Tinting strength? True
any mixing? You should
uree and you do when you
h Boy Colors.

strength regulates the
of color in oil you use to
shade or tint of paint you
The higher the tinting
of a color in oil the less
d to buy and the more
cal it is for you.

ained with high tinting
you should look also for
e. Because it is true tone,
the straight color in oil and
ghter tints, that means the

difference between dead, uninter-
esting colors and clean, sparkling
tints. Full, rich top tone in the
straight color and clear sharp ur-
dertone in the tints are character-
istic of Dutch Boy Colors. Quality
is combined with economy.

When it comes to the actual use of
colors, it saves much time and
effort if they mix easily and com-
pletely into the paint. Dutch Boy
Colors are soft in consistency.
They disperse readily into your
paint. They require no thinning.
There are no coarse particles to
cause trouble on the job. No lump-
ing or streaking.

NATIONAL LEAD COMPANY

111 Broadway, New York - 116 Oak St., Buffalo - 906 West 18th St., Chicago -
1000 Broadway, New Orleans - 1000 Broadway, New York - 1000 Broadway,
St. Louis - 313 John St., Seattle - 1111 N. W. Gilliam St., Portland, Oregon -
2250-2415 St. San Francisco - 932 Wilson St., Los Angeles - National-Boston
- 1000 Broadway, New York - 1000 Broadway, New York - 1000 Broadway,
River Ave., Pittsburgh - John T. Lewis & Bros. Co., Wisconsin Bldg., Philadelphia

DUTCH BOY PURE WHITE LEAD PAINT Ready to Brush

In addition to the famous Dutch
Boy paste white lead, there is now a
new ready-mixed form. All you really
need to know about this new paint's
quality is that its pigment is pure
white lead—nothing else. Genera-
tions of use have shown that for
downright stick-to-it wear white lead
paint is unsurpassed. And now you
can either mix it from the regular
paste or buy it in this new ready to
use form.

The paint comes as a special Exte-
rior Primer and as an Outside White.
The two forms were carefully formu-
lated to work together in doing two-
coat work. The Primer stops the
surface suction and hides with a
smooth, even coat. The Outside
White follows up with a finish that
adds beauty and protection ... that
resists the storm and weather.

The finished result is a two-coat
paint job that is not surpassed in hid-
ing, in whiteness and in general per-
formance by any two-coat combina-
tion on the market.



NLI



Save Yourself

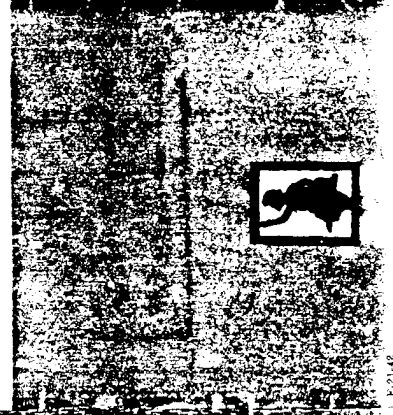
1 TROUBLE

2 EXPENSE

3 TIME

by using

**DUTCH BOY
COLORS IN OIL**



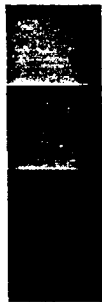
DUTCH BOY COLORS IN OIL



TRUE BLUE

Here, at last, in Dutch Boy Blue is a blue with a color permanence rivaling that of many reds, greens, and other so-called "light-fast" colors. A Dutch Boy Blue chip is shown at the right. Note the bright clear tone of the straight color, as well as its attractiveness and strength mixed with white. It can be used either way.

Try this blue the next time it fits a chosen color scheme for exterior use. It can be depended upon to retain its tone and color over a maximum period.



LAMPBLACK



C. P. CHROMIUM OXIDE



RAW SIENNA



BURNT SIENNA



RAW UMBER



DUTCH BOY BLUE



PRUSSIAN BLUE



CHROME GREEN-LIGHT



CHROME GREEN-MEDIUM



CHROME GREEN-DARK



BULLETIN RED



ROSE RED



VENETIAN RED



MOROCCAN RED



RED



CHROME YELLOW-LEMON



CHROME YELLOW-MEDIUM



CHROME YELLOW-ORANGE

HALF-PINT, QUART, AND GALLON CANS

Dutch Boy Colors are sold in friction top cans - half-pints, quarts and gallons. Many of the colors are also available in tubes, holding approximately two liquid ounces.

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DUTCH BOY COLORS IN OIL ★ ★ ★ ★ ★